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February 16, 2010

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, February 23, 2010 - 10:00 a.m.
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person, by telephone conference call or by videoconference. If you are attending by videoconference, you must make arrangements with Craig Chenery at MAG and your site coordinator by the Friday prior to the meeting. If you are attending via audio conference please contact Steve Gross at (602) 254-6300 at least one day prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Heidi Pahl Bickart at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. If you have any questions or need additional information, please contact Heidi Pahl Bickart at (602) 254-6300.

TENTATIVE AGENDA

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of December 15, 2009

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have held several meetings and have finalized their action plans. The charge to the CCC is to develop and implement a public awareness education program to inform residents about the benefits of completing and returning the 2010 Census questionnaire and to encourage every household to participate in the effort. An update will be provided.

4b. "Count to '10" Census Outreach Group

To assist jurisdictions in promoting the importance of filling out the census forms and ensuring high levels of participation, MAG has implemented the "Count to '10" Census Outreach Group. The group has been working

COMMITTEE ACTION REQUESTED

2. For information.

3. For information, discussion and approval of the minutes of December 15, 2009.

4a. For information and discussion.

4b. For information and discussion.

with the City of Phoenix Complete Count Committee Media Subcommittee on developing promotional materials and confirming media buys. An update will be provided.

4c. Phoenix Local Census Office Operations

An update will be provided on the operations and activities of the Local Census Offices (LCOs). Al Nieto, Early Local Census Office Manager, will provide information on Group Quarters Advance Visit (GQAV) internal assignment preparation, selection, and training. GQAV is set to begin mid-January 2010. Crew leaders will be selected, trained and given their assignments at the end of training.

4d. 2010 Boundary and Annexation Survey

The Census Bureau has distributed its 2010 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. The BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey (ACS) and the Census Bureau Population Estimates Program. Maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity.

Responses to the 2010 BAS are due to the Census Bureau by March 1, 2010. An update will be provided.

4e. Boundary Validation Program (BVP)

The Census Bureau is conducting the BVP in order to provide an opportunity for the Highest Elected Official (HEO) to review the Census Bureau's boundary data for each entity. The HEO was to review the legal boundary, as well as any addresses along their boundary, for accuracy and return the completed BVP form within ten days of receipt of the information if the information is correct. If the information is incorrect the HEO was to work with the BAS contact to submit changes or corrections via the

4c. For information and discussion.

4d. For information and discussion.

4e. For information and discussion.

BAS. If the form was not returned, the Census Bureau assumes the boundary was correct and does not involve the agency in phase two of BVP. The Census Bureau uses the boundary information to tabulate data from the 2010 Decennial Census and the ACS. An update will be provided.

4f. New Construction Program

The New Construction Program (NCP) ensures that the Census address list is as complete and accurate as possible by providing an opportunity for tribal and local governments to submit the addresses of housing units built after the address canvassing operation is complete and prior to Census Day (March 2009 – April 1st 2010). The NCP materials were sent to MAG member agencies from the US Census Bureau. Member agencies had 45 calendar days from receipt of materials to submit changes to the Bureau.

MAG is no longer requesting that all residential completion data be sent to MAG monthly. MAG will resume requesting residential completions on a quarterly basis. An update will be provided.

4g. Participant Statistical Areas Program (PSAP) Verification Phase

MAG participated in reviewing or re-designing the Census 2010 tracts, block groups, and Census Designated Places as part of the PSAP. MAG member agencies reviewed MAG's submission. The Census Bureau notified MAG that the PSAP verification phase is approaching. The Bureau will be providing MAG with additional information on a PSAP web-based software review tool in mid-February. An update will be provided.

4h. Vangent Tour

Vangent's Phoenix Arizona Paper Data Capture Center has hired about 3,000 temporary employees that will work to process 40 percent of the forms collected nationwide during the 2010 Census. MAG organized a tour of this

4f. For information and discussion.

4g. For information and discussion.

4h. For information and discussion.

Paper Data Capture Center. The tour was held February 8, 2010. An update will be provided.

4i. Timeline

MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count. Please see Attachment One for a draft Census 2010 timeline.

5. POPTAC 101

Due to a number of new members on the MAG POPTAC and in the planning departments at MAG member agencies, MAG offered a POPTAC 101 in place of January's POPTAC meeting. POPTAC 101 explained the role of POPTAC, the committee's main functions, and major products. The roles of MAG member agency staff and MAG staff as it relates to preparing estimates, developing projections, and coordinating census activities were discussed. The URL for the presentation is: <http://www.mag.maricopa.gov/event.cms?item=11405>. For those that missed POPTAC 101, one-on-one meetings can be arranged upon request. An update will be provided.

6. Land Use Data Collection

MAG staff maintains a number of regional databases on an ongoing basis to assist member agencies and to update our Socioeconomic Projections and develop an official set of population, housing unit, and employment projections. We have completed draft versions of two databases which are critical to the success of our socioeconomic projection models. To ensure that we have the latest available information, we are now asking for your review of the General Plan Land Use and Existing Land Use databases. A draft Development Areas database is still in progress and will be released for member agency review next month.

4i. For information.

5. For information and discussion.

6. For information and discussion.

Members of the MAG POPTAC will have begin receiving review materials in early February. If you have not received review materials yet, it is most likely because MAG staff are still working on the datasets for your member agency. Maps of general plan and existing land uses will be provided. If you would prefer to review the general plan and existing land use datasets themselves, please let me know and we will provide shapefiles.

7. Desert Peaks

MAG is once again pleased to host the Desert Peaks Awards recognizing and celebrating regional excellence. The awards were initiated by MAG to honor individuals and partnerships that have demonstrated a commitment to regionalism through cooperative efforts.

To save costs, MAG will not be mailing nomination packets this year. Instead, all Call For Nominations materials have been posted online and are available at the following link: <http://www.mag.maricopa.gov/project.cms?item=385>. While MAG does not have the capability at this time to accommodate online submissions of nominations, you can download all entry forms by saving them to your computer and filling them out electronically. The deadline for nominations to be received to the MAG office is 5:00 PM Friday, March 12, 2010. An update will be provided.

8. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

9. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, March 23, 2010 at 10:00 a.m.

7. For information and discussion.

8. For information and discussion.

9. For information and discussion.